



## Goals, Policies & Action Statements

The Library Sub-element establishes an integrated set of goals, policies and action statements that respond to the Community Conditions, Library service issues and the planning process described in this document.

The library's goals, policies and action statements are based on the following principles:

The ultimate goal of the Sunnyvale Public Library is to provide a full service library which will meet the needs of the community. Library services will be provided free of charge to library users.

The Library will strive to provide physical facilities and conditions of use necessary to give convenient and effective service to residents.

The City of Sunnyvale supports the Library Bill of Rights, the Freedom to View Statement and Libraries: An American Value all endorsed or adopted by the American Library Association. (See Appendices A, B and C)

The Sunnyvale Public Library will strive to provide a balanced collection of materials representing all points of view, and selected for their popularity and for their quality.

The Sunnyvale Public Library will work in cooperation with the California State Library and with neighboring libraries in the Silicon Valley and greater Bay Area.

The Sunnyvale Public Library will monitor and evaluate its services in order to respond to the changing needs of the community.

The Sunnyvale Public Library will use current technology to make its services efficient and effective.

The Sunnyvale Public Library will recruit, train and retain the most competent personnel available.



## Introduction

The goals, policies and action statements of the Library sub-element are designed to provide a flexible infrastructure within which Library collections, services and programs can be managed and, when necessary, refocused to meet the needs of an evolving community. They are intended to serve as the basis for decision making over the next decade. The report itself establishes the current status of library service, recognizes emerging trends and identifies likely responses.

The goals, policies and action statements as presented are consistent with all elements and sub-elements of the General Plan and, although they represent the long-range planning effort for the Sunnyvale Public Library, they are not presented as sequential activities. Due to the dynamic nature of Library service in the Information Age the community must recognize that the targets established in this document are moving ones. As written the goals, policies and action statements attempt to anticipate this changing environment and are primarily general in nature. They also reflect the roles identified by the community through surveys and its Board of Library Trustee representatives as high priority.

## Goal Areas Identified Through the Sub-element Process

Goal	Area
6.2A	Collection
6.2B	Services
6.2C	Programs and Publications
6.2D	Library Facilities
6.2E	Technology
6.2F	Collaboration and Customer Focus

The fact that the collection of materials in all forms represents the core of the Library is reflected here as well as in the Library Outcome Management structure.

Four of the priorities for service can be found in the policies related to Goal 6.2A. After materials selection, one of the most important factors in differentiating an excellent library from book warehouse is the services and programs provided. When well thought out and executed, these assist the customer in understanding the breadth and depth of information available, provide skills for access, present new ways of thinking about issues,

educate and provide opportunities for the development of an informed and enlightened community. In order for these functions to occur, it is necessary to maintain facilities that are conducive to interaction, contemplation and active learning. It is also necessary to employ technology in ways that enhance the customer experience and improve ease of use. All of the foregoing depend on people, so the last goal area addresses both the ways in which cooperation and collaboration benefit the customer and the importance of providing staff the training, tools and skills to allow them to contribute to the fullest extent of their capabilities.

It is clear that these goals, policies and action statements are interwoven in the same way the functions of a library are interwoven. Each is dependent in some way upon the others. As such they will be used in a variety of combinations to maintain the high standards already established in Sunnyvale Public Library.



## Library Collection

### Goal 6.2A

**Provide a broad and diverse collection of books and other Library materials to meet the varied interests and needs of the community**

#### Policy 6.2A.1

**Provide a collection of materials in print, audiovisual and electronic formats in support of all Library services**

Action Statements:

- 6.2A.1a. Provide a collection of adequate size, quality and diversity that reflects the changing needs of its customers
- 6.2A.1b. Acquire and maintain current and relevant materials in response to community interest and demand
- 6.2A.1c. Explore the addition of new formats as technologies change and customer interest indicates
- 6.2A.1d. Provide collection formats commensurate with those in the high quality public libraries in California

<b>Policy 6.2A.2</b>	<p><b>Give high priority to the collection of materials for children and their parents, teachers and care givers</b></p> <p>Action Statements:</p> <p>6.2A.2a. Select multiple copies of most wanted titles for children</p> <p>6.2A.2b. Promote childhood literacy</p> <p>6.2A.2c. Provide materials about non-fiction subjects at multiple reading levels to meet the changing needs of children who are learning English as a second language</p> <p>6.2A.2d. Keep the children’s collection attractive, up-to-date and representative of the best in children’s literature by replacing worn and dated materials with new items</p> <p>6.2A.2e. Support the efforts of parents and caregivers to find children’s materials</p>
<b>Policy 6.2A.3</b>	<p><b>Give high priority to the development of the collection that supports reference services</b></p> <p>Action Statements:</p> <p>6.2A.3a. Provide a current and relevant collection of reference resources</p> <p>6.2A.3b. Promote community economic development and the financial well-being of residents by providing business and investment materials</p> <p>6.2A.3c. Provide a collection of patents and trademarks</p> <p>6.2A.3d. Cooperate with the City Department of Employment Development to provide resources and services to local employers and job seekers</p> <p>6.2A.3e. Promote the appreciation of local history through a Sunnyvale Collection</p> <p>6.2A.3f. Examine the needs of the community for new specialized collections</p>
<b>Policy 6.2A.4</b>	<p><b>Give high priority to providing educational support for library users of all ages</b></p> <p>Action Statements:</p> <p>6.2A.4a. Provide materials and services for students in formal education programs</p> <p>6.2A.4b. Provide materials and services for independent learners engaged in seeking knowledge and skills through self-directed endeavors</p> <p>6.2A.4c. Explore the provision of Library materials and services through an adult literacy program with special focus on English as a second language</p> <p>6.2A.4d. Support and advise the schools to encourage them to develop school libraries</p>
<b>Policy 6.2A.5</b>	<p><b>Give high priority to developing the Library’s collection of Popular Materials</b></p> <p>Action Statements:</p> <p>6.2A.5a. Provide multiple copies of titles that are in demand, such as customer requests and best seller lists</p> <p>6.2A.5b. Provide popular materials in languages that reflect languages read and spoken in Sunnyvale</p>

- 6.2A.5c. Provide a collection of media
- 6.2A.5d. Provide a current and changing collection for Teens
- 6.2A.5e. Provide large print and recorded books for older residents and the visually impaired
- 6.2A.5f. Emphasize the acquisition of materials of general interest



## Finding and Using Materials and Information

### Goal 6.2B

**Provide Library services to help the community find and use the materials and information they need**

#### Policy 6.2B.1

**Give high priority to providing reference services for library patrons of all ages**

Action Statements:

- 6.2B.1a. Provide current and accurate reference information services
- 6.2B.1b. Provide reader's advisory service to guide readers to materials in the collection
- 6.2B.1c. Provide community information and referral services
- 6.2B.1d. Provide patent reference services based on demand and financial self sufficiency for Sc[i]<sup>3</sup> services
- 6.2B.1e. Provide research assistance for City department staff projects
- 6.2B.1f. Continue to provide free reference services
- 6.2B.1g. Explore opportunities to be an entrepreneurial library and provide extra fee-based services

#### Policy 6.2B.2

**Organize and present materials so library users can find what they need**

Action Statements:

- 6.2B.2a. Provide an online integrated Library system
- 6.2B.2b. Provide onsite and remote access to the Library catalog
- 6.2B.2c. Adhere to international standards for classification and cataloging procedures
- 6.2B.2d. Encourage the development of industry standards to expand access and resource sharing
- 6.2B.2e. Classify materials and provide catalog access with the end result of a user friendly system
- 6.2B.2f. Provide for fast and accurate reshelfing of materials to their proper location for maximum convenience to users

#### Policy 6.2B.3

**Ensure lending procedures that are convenient to Library users**

Action Statements:

- 6.2B.3a. Maintain liberal and flexible conditions of use; place limits on number of items borrowed when absolutely necessary
- 6.2B.3b. Evaluate the need and purpose for library overdue fines and library fees
- 6.2B.3c. Make as many materials as possible available for use outside the Library

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**Policy 6.2B.4****Provide outreach services at times and locations to meet needs of customers who do not travel to the Main Library**

## Action Statements:

- 6.2B.4a. Explore the most effective methods for getting library services and materials out into the community (the Bookmobile, for example)
- 6.2B.4b. Cooperate with other City departments in neighborhood programs and City facilities to reach residents of Sunnyvale
- 6.2B.4c. Explore methods through which Library users can receive Library materials and services at home or in the workplace
- 6.2B.4d. Explore providing Library services through other facilities (schools, for example)

**Programs and Publications****Goal 6.2C****Provide Library programs and publications to educate, enrich and enlighten Library users**

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**Policy 6.2C.1****Promote life-long use of the Library and love of reading through programs for children**

## Action Statements:

- 6.2C.1a. Provide programs for children and their caregivers which develop interest and skills in reading
- 6.2C.1b. Explore means of enhancing educational opportunities in day care by providing guidance for caregivers in selecting stories and planning activities
- 6.2C.1c. Provide programs for children that reflect the wide cultural diversity of the community
- 6.2C.1d. Encourage visits from school classes to emphasize Library services and collections for children
- 6.2C.1e. Recognize the family as a customer service unit
- 6.2C.1f. Explore options to meet the demand for preschool programs

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**Policy 6.2C.2****Provide programs for teens and adults to reflect and expand the broad range of interests of community residents**

## Action Statements:

- 6.2C.2a. Provide programs which emphasize the enjoyment of reading and enhancement of knowledge
- 6.2C.2b. Provide an opportunity for teens and adults to connect with experts in areas where they seek skills and knowledge
- 6.2C.2c. Deepen customer awareness of Library resources through programs
- 6.2C.2d. Provide programs for teens and adults that reflect the cultural diversity of the community

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**Policy 6.2C.3****Give high priority to helping library visitors learn how to use the library and its resources**

## Action Statements:

- 6.2C.3a. Provide instructional classes about Library services and collections
- 6.2C.3b. Provide instructional classes in using Library computer resources
- 6.2C.3c. Promote information literacy and evaluation skills for customers working independently in the Library

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**Policy 6.2C.4****Promote and Publicize the Library so collections and services are known to a wide range of Sunnyvale residents and businesses**

## Action Statements:

- 6.2C.4a. Publicize Library materials through displays, booklists and flyers
- 6.2C.4b. Inform local businesses of Library services and resources
- 6.2C.4c. Explore the use of cable television to inform residents about the Library and to present Library services
- 6.2C.4d. Provide opportunities to make the Library visible during community events
- 6.2C.4e. Utilize media and computer capabilities to promote and publicize the Library

**Facilities**

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**Goal 6.2D****Maintain Library facilities and materials that are easily obtainable and appropriate based on changing community needs**

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**Policy 6.2D.1****Provide access to the Library and materials**

## Action Statements:

- 6.2D.1a. Place materials on open shelves so users may serve themselves to all materials in the collection
- 6.2D.1b. Arrange and display materials so they are easily accessible to all library visitors of different ages and mobility
- 6.2D.1c. Review the need to provide library signs in languages other than English
- 6.2D.1d. Monitor changing community needs and patterns of Library use and adjust hours as indicated

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**Policy 6.2D.2****Maintain a full service Library adequate to meet community needs**

## Action Statements:

- 6.2D.2a. Study the space needs of the Library as the population grows and diversifies and recommend the most appropriate configuration for services and facilities.
- 6.2D.2b. Provide a variety of areas in the Library to permit individual and group study, browsing and comfortable seating for recreational reading
- 6.2D.2c. Provide a children's room environment unique to the needs of children and families
- 6.2D.2d. Give high priority to developing Library facilities where the Library is a common focal area for the community and to provide meeting spaces for community activities, public discussion and programs for groups of different sizes
- 6.2D.2e. Explore the feasibility of retail and/or food/beverage service and space for Library customers
- 6.2D.2f. Periodically assess the adequacy of public points of contact for library services



## Technology

### Goal 6.2E

#### Use new technology to optimize the development and delivery of library services

##### Policy 6.2E.1

Serve as an access point in the distribution of information in digital formats and other formats that evolve in the future

Action Statements:

- 6.2E.1a. Give high priority to assisting Library users to evaluate and manage information found on the Web and other digital resources
- 6.2E.1b. Continue to provide opportunities to read and learn as digital formats evolve
- 6.2E.1c. Provide up-to-date reference information in electronic formats
- 6.2E.1d. Provide a Library Web page and other Internet content for Library customers and explore other ways to maximize library information through the Internet as it evolves
- 6.2E.1e. Use systems that will allow patrons to tailor information to their needs
- 6.2E.1f. Monitor the development of new technologies that will enhance efficient and effective delivery of information

##### Policy 6.2E.2

Evaluate new technologies to improve the delivery of library services

Action Statements:

- 6.2E.2a. Integrate new technologies that meet customer needs in order to be more effective and efficient in delivering services
- 6.2E.2b. Continuously develop an infrastructure for technology-based library services
- 6.2E.2c. Further develop the online integrated library system to maximize its capabilities
- 6.2E.2d. Explore the potential for resource sharing and cost savings among libraries through compatible automation systems



## Collaboration and Customer Focus

### Goal 6.2F

#### Foster a collaborative organization to attain a high performance and customer-focused Library

##### Policy 6.2F.1

Establish cooperative relationships to maximize the effectiveness of Library services

Action Statements:

- 6.2F.1a. Partner with local businesses and educational institutions to accomplish mutual goals
- 6.2F.1b. Collaborate with City of Sunnyvale departments to achieve municipal goals
- 6.2F.1c. Participate in regional and statewide library cooperative activities to strengthen library services for Sunnyvale residents
- 6.2F.1d. Cooperate with other libraries to provide access for Sunnyvale residents to the total library resources of the area and participate in the State of California universal borrowing program enabling Sunnyvale residents check out materials at no charge from participating public libraries in California



- 6.2F.1e. Support activities of the Sunnyvale Board of Library Trustees in its advisory role to the City Council including Library policy review, receiving input from Library users, and advocacy for the Library
- 6.2F.1f. Cooperate with such organizations as the Friends of the Sunnyvale Library in their efforts to support and promote library services
- 6.2F.1g. Participate in the City Volunteer Program
- 6.2F.1h. Explore the establishment of a Library Foundation
- 6.2F.1i. Seek grant funding to enhance library services
- 6.2F.1j. Work with library organizations to support free access to information in all formats for library users through copyright law advocacy related to issues such as first sale and fair use principles

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#### Policy 6.2F.2

#### **Incorporate community input and use other tools to assess the effectiveness of library services**

##### Action Statements:

- 6.2F.2a. Study outcomes in other libraries to assess if we are meeting state and nationwide standards of library quality and services
- 6.2F.2b. Seek community input regularly to assess resident opinion and experience of library services and use this information to continuously improve library customer service
- 6.2F.2c. Analyze statistical data to obtain a clear picture of Library use and to continuously improve the collection and services

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#### Policy 6.2F.3

#### **Maximize the skills and knowledge of the Library staff to deliver high quality Library services**

##### Action Statements:

- 6.2F.3a. Provide staff training and development to achieve a high level of customer service
- 6.2F.3b. Encourage a team approach to accomplishing Library goals
- 6.2F.3c. Provide a flexible career path and advancement opportunities for Library staff
- 6.2F.3d. Recognize the need to create new leaders in a changing library environment

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#### Policy 6.2F.4

#### **Adopt practices and systems which streamline workflow to make library services and materials available to the public**

##### Action Statements:

- 6.2F.4a. Value the multiple demands on customers' time and provide services efficiently
- 6.2F.4b. Encourage customers to be self-sufficient when possible in order to allow Library staff to do what is most important to serve the customers
- 6.2F.4c. Provide careful assessment of new initiatives and the resources needed to accomplish them